

**INCREASE  
EXPOSURE**



**EXHIBITOR INVITES®**  
Maximizing Show Attendance and Exhibitor ROI

### Exhibitor Invites

WPPI Wedding & Portrait Photography Conference + Expo has purchased Exhibitor Invites for all exhibitors. It is a free e-mail marketing tool for you to reach out to your customers and prospects, letting them know you'll be at the show and keeping them informed about your latest products and services.

Send up to three e-mails to your customers and prospects, offering them a **free 3-Day Expo Pass (\$35 value)**, and a friendly reminder to stop by your booth during the show.

### Exhibitor Invite Program Benefits—included with your booth!

- Complimentary e-mail marketing program
- Pre-show marketing tool that allows you to generate leads before the show and scheduling appointments
- Professionally designed HTML e-mails with many options to customize your message with no design costs
- Easy way to invite your customers to your booth and offer a **Free 3-Day Expo Pass (\$35 value)**
- No limit to the number of e-mail lists you can upload to our secure web interface
- And, rest assured—your e-mail lists are secure! They will not be used, sold, or provided to anyone, even WPPI Wedding & Portrait Photography Conference + Expo Show Management

### Busy? Need Assistance?

A personal Exhibitor Invites Specialist is available to assist you with the program.

Contact your Exhibitor Invites Specialist, [Aaron Prado](#), at 541.363.3145, Monday - Friday, 10 AM to 6 PM ET.

## Exhibitor Invites Incentive and Rewards Plan

### INCENTIVE PROGRAM -- Deadline February 8

Launch your first eblast by **February 8, 2016** and receive an additional 3 Full Platform Passes for a total of 8 passes, valued up to \$399 each. These free passes provide access to all WPPI special events and to 80 Platform classes.

### REWARDS PROGRAM -- Deadline February 22

Generate the most guest registrations by **February 22, 2016** and have your logo and online product showcase included in the WPPI newsletter sent up to 15,000 registered attendees leading up to the show and post-show. Online product showcase displays your product image along with a 250 word description and links to a URL landing page of your choice. **Valued at \$749.**

Exhibitor Invites is a great way to boost awareness about your company and ensure that all of your key customers and prospects visit your booth at the show.

- [View a Sample Customizable E-mail Invitation](#)
- [Read About the Easy, 4-Step Process](#)
- [Learn more about Online Webinar](#)
- [View the WPPI 2016 Exhibitor Invites Homepage](#)

### Questions About the Program?

[E-mail Customer Service](#)

**Official Vendor of WPPI Wedding  
& Portrait Photography  
Conference + Expo**

Where ever you see this official vendor logo, rest easy knowing that the company is contracted through WPPI to provide our exhibitors and attendees with a service or product that will add value to your experience at the WPPI Wedding & Portrait Photography Conference + Expo 2016.

